

**Agenda Item 5.2**

**Progress Report on the Implementation of Training Workshop on Community Based Tourism for Myanmar**

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7. In order to implement the project successfully, Myanmar submitted the project proposal during the 24<sup>th</sup> GMS-TWG Meeting held in November 2009 in Hanoi, Vietnam and 25<sup>th</sup> GMS-TWG Meeting held on 6<sup>th</sup> May, 2010 in Siem Reap, Cambodia. The 25<sup>th</sup> TWG Meeting acknowledged the request made by Myanmar to get support to be able to implement this project.

8. Upon request of Myanmar, The Mekong Tourism Coordinating Office submitted Myanmar's request to the Ministry of Tourism and Sports of Thailand for the consideration to provide assistance for this program to Myanmar.

9. As the follow-up action, MTCO mediated between Thailand and Myanmar for the organization of Community Based Tourism Workshop for Myanmar funded by Ministry of Tourism and Sports of Thailand.

10. As a result of this, the GMS Training Workshop on Community Based Tourism was successfully conducted in the Empress Chiang-mai Hotel, Chiang-mai Province, Thailand on 22-29 January, 2011 with the support of the Ministry of Tourism and Sports of Thailand.

11. The project objectives include:

- (a) To provide government officials with the current and relevant policies and procedures for promoting community based tourism.
- (b) To provide Managers from the private hotel and tourism businesses with the comprehensive and integrated approach to successfully manage their community based tourism.
- (c) To provide tools, framework and key concepts in planning, implementation and management of community based tourism in Myanmar.

12. The (28) participants from Myanmar comprising (6) government officials and Managers and (22) representatives from the private hotel and tourism sectors attended. The Lectures were from Community Based Tourism Institute of Thailand and the subjects were covered on the Theories and Concepts of CBT, Tourism Impacts in Communities, CBT Development Process and CBT Marketing.

13. During the Workshop period, the participants made the field trips to Mai-Kam Pong village for 3 days and they studied the implementation activities of the CBT and Home Stay by Local Community.

### **The results of the Project**

14. After the program, the participants received the theoretical and practical techniques for the successful development and management of community based tourism. It contributes to the further development of CBT in Myanmar . Moreover, the training workshop is one of the evidences of the successful collaborative efforts of GMS member countries and MTCO. Based on the theoretical and practical techniques gained from the workshop, the participants conducted the awareness seminar on CBT in Inlay region; one of the famous ecotourism site in Myanmar and survey work has been done. The Ministry has been giving encouragement and necessary support to the private tour operators and hoteliers to be able to initiate the CBT programs in the potential areas.

15. Myanmar would like to thank The government of the Kingdom of Thailand , Ministry of Tourism and Sports of Thailand for the kind contribution and support towards the development of Community Based Tourism in Myanmar and Mekong Tourism Coordinating Office for its tremendous coordination. Myanmar would appreciate if the development partners could provide the financial and technical support for the further projects towards the successful implementation of the CBT in Myanmar.